

MAKING STRIDES THROUGH EXECUTIVE NETWORKING

ABOUT ACTION LIFT INC. Action Lift specializes in customization, modification, restoration, re-fabrication, retrofitting for specific purpose and maintenance of industrial handling and moving equipment such as forklifts and scissor lifts. Action Lift is an authorized dealer of industrial equipment used in the construction, natural gas and logistics industries, and modifies standard equipment as needed to conform to the specific needs of those industries. Based in Pittston, PA, the company employs approximately 10 people.

THE CHALLENGE. The leadership at Action Lift lacked a peer to peer network to meet with on a regular basis. Although they could attend trade shows and networking events, they did not have a local venue to engage with companies who shared their common concerns, such as workforce issues and regional transportation concerns. As a family-run business, Action Lift often ran into challenges with respect to innovation, new product development, how to re-energize the company to achieve dynamic growth and how to develop the next generation of leaders. The company also lacked the new business generation skills needed to consistently grow its top line.

MEP CENTER'S ROLE. Action Lift joined NEPIRC's (NIST MEP affiliate) Executive Network, a confidential setting where leaders from non-competing firms share common challenges while learning best practices. The group meets 6 times a year. A professional facilitator chairs and organizes each meeting. Groups are limited to 15 members to assure maximum interaction and value. Each member receives a case study targeting one of their current business issues that includes pragmatic solutions and advice to achieve success. Action Lift became very engaged in the Network and provided the group with more than one case study that the group helped them work through. As a result, the company was able to leverage the shared experience of numerous other CEOs and business executives to learn more about top line sales growth, sales practices, how to work trade shows and how to identify and capture new customers. The company put those new learnings into practice and achieved dynamic results.

"Participating in the NEPIRC Executive Network has been a great opportunity for me. It provides an amazing sounding board for ideas among my peers. We all learn from each other's mistakes and successes and are able to bring that knowledge back to the workplace. I truly learn something new each session and have made some great connections by attending."

-Bruce Daniels, Controller

RESULTS



\$120,000 in cost savings



\$780,000 increased/retained sales



8 new/retained jobs

CONTACT US



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pamade.org/network

